

# **Informed Delivery Promotions and Trailing Edge Die-Cut (TED-C)**

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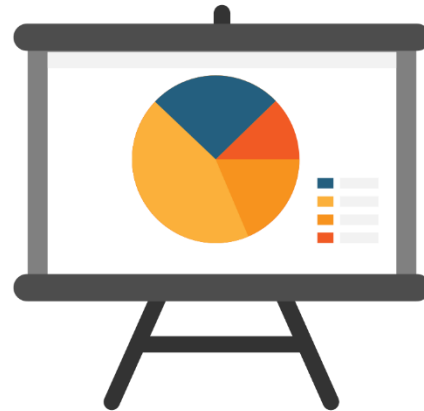
**Manager, National Customer Rulings  
Pricing Classification Service Center**

**July 29, 2022**

# Housekeeping



Please utilize the chat box to ask questions or voice any comments or concerns.



PPT presentation along with the recording will be posted on PostalPro – Education Tab.

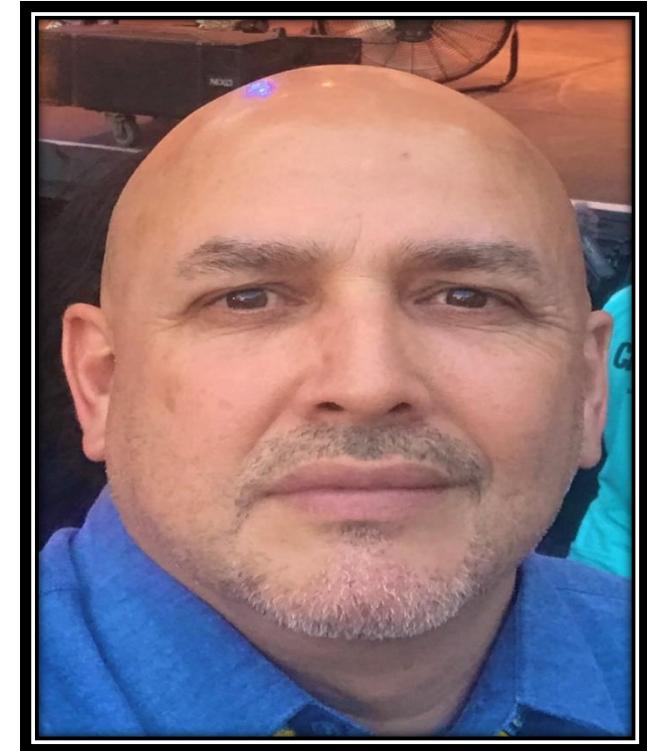


**Please note:** All phones and videos will be muted.

*EZANA DESSIE  
SENIOR, PRODUCT DEVELOPMENT SPECIALIST*



*JUAN TOSADO  
MANAGER, NATIONAL CUSTOMER RULINGS*



# 2022 USPS MAILING PROMOTIONS



**INFORMED DELIVERY PROMOTION**

**EMERGING AND  
ADVANCED  
TECHNOLOGY**



**PERSONALIZED  
COLOR  
TRANSPROMO**



# USPS MAILING PROMOTIONS

The USPS Mailing Promotions encourage Marketers, Printers, and Mailers to use technology and print techniques in their mailings to drive better engagement with customers and boost results.

**MOBILE  
SHOPPING**



**EARNED  
VALUE**



**TACTILE,  
SENSORY,  
INTERACTIVE**



**INFORMED  
DELIVERY®**



# AGENDA

01

INFORMED DELIVERY PROMOTION OVERVIEW

02

INFORMED DELIVERY PROMOTION JOURNEY

03

INFORMED DELIVERY PROMOTION BEST PRACTICES

04

QUESTIONS AND COMMENTS

2022

# INFORMED DELIVERY PROMOTION

**Discover and explore what's coming in  
the mail before it even arrives!**

Invite your customers to engage with your mail campaign  
through previewed, interactive digital images.



# INFORMED DELIVERY PROMOTION

The Informed Delivery Promotion enables business mailers, mail owners, advertising agencies, and Mail Service Providers (MSPs) to use the Informed Delivery integrated marketing features to conduct interactive and colorful campaigns that have shown to increase brand awareness, result in a higher Call-to-Action (CTA) conversion rate, and offer an elevated direct marketing customer journey.



Physical Mailpiece



Digital Experience



Generate higher email open rates



Create multiple impressions



Drive consumer response



Build consumer trust with the brand



Easily reach consumers digitally



Potentially increase ROI



Provide additional data insights



Elevate the consumer journey

## INFORMED DELIVERY PROMOTION



# KEY UPDATES FOR 2022 PROMOTION

## DISCOUNT AMOUNT

**4% off**  
eligible postage

## REGISTRATION PERIOD

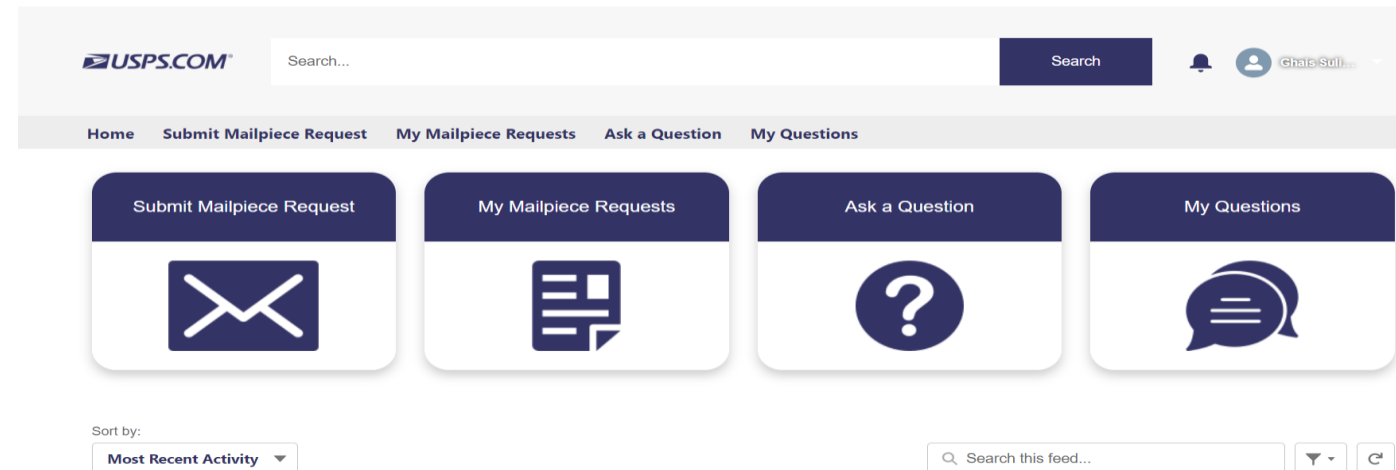
Jun 15, 2022  
–  
Dec 31, 2022

## PROMOTION PERIOD

Aug 1, 2022  
–  
Dec 31, 2022

1

## Mailing Promotion Portal (MPP)



2

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# WHAT YOU CAN MAIL FOR 2022 PROMOTION



## INFORMED DELIVERY PROMOTION

### Eligible Mail Options

- First-Class Mail™ automation letters, postcards, and flats
- USPS Marketing Mail™ automation letters and flats
- Nonprofit USPS Marketing Mail™ automation letters and flats

### Ineligible Mailpieces

- Non-automation mail
- Saturation mail flats
- Destination Delivery Unit (DDU) flats
- Every Door Direct Mail® (EDDM)
- Detached Address Label / Detached Marketing Label flats
- Business-to-Business or Business-to-Institution/Campus mailings
- Package campaigns

# INFORMED DELIVERY PROMOTION CAMPAIGN ELEMENTS



## INFORMED DELIVERY PROMOTION

### Mailpiece In Your Mailbox



**<Firstname>, Check Out the Benefits of Going CareFree:**

- ✓ Dedicated Broker Support
- ✓ Multi-carrier Plan Quote & Enrollment Site
- ✓ Help Developing a Local Market Business Plan & Sales Strategy

**CareFree**  
INSURANCE SERVICES  
800 TECHNOLOGY DRIVE, HANCOCK, VT 05440

REGISTERED U.S. POSTAGE MAIL PERMIT NO. 10000 HANCOCK, VT

<Firstname> <Lastname> <Suffix>  
<Address 1>  
<Address 2>  
<City>, <ST> <ZIP>  
<MB>

### Campaign In Your ID Dashboard

COMING TO YOUR MAILBOX SOON.

MAIL

[View all mail on dashboard >](#)



**CareFree**  
INSURANCE SERVICES

Become CareFree.  
Join Our Team Today.

[LEARN MORE](#)

FROM CareFree Insurance Services

[Learn More >](#)

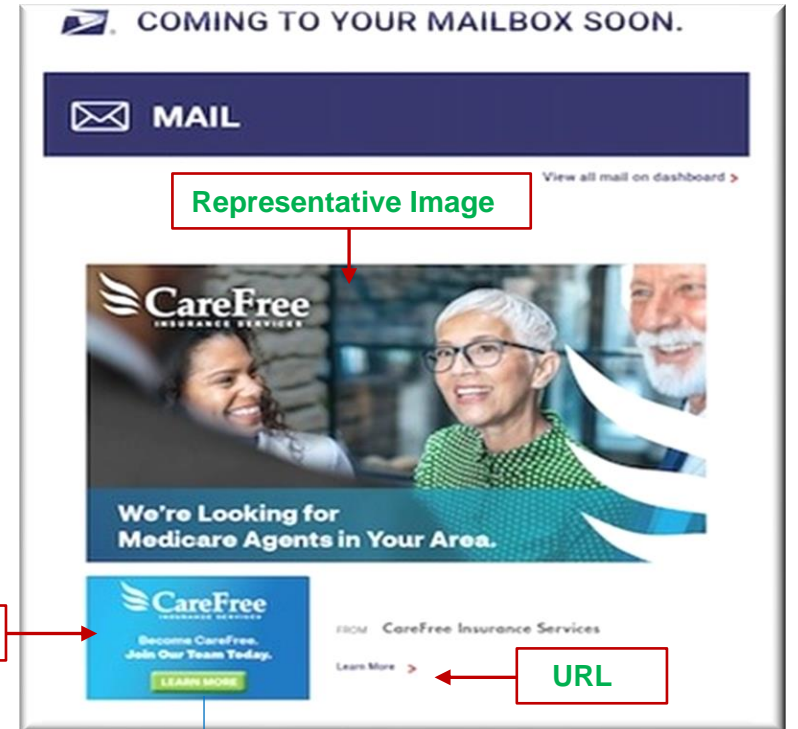
# INFORMED DELIVERY PROMOTION CAMPAIGN ELEMENTS

## The Three Campaign Elements

Representative Image

Ride-Along Image / CTA

URL



INFORMED DELIVERY PROMOTION



# CAMPAIGN ELEMENTS – REPRESENTATIVE IMAGE

## INFORMED DELIVERY PROMOTION



### REPRESENTATIVE IMAGE

500px



780px

- Representative Image is **required for all flats**.
- Representative Image is optional for letters.
- Scan of physical mailpieces will display if no Representative Image is provided for letters.
- If Representative Image is used for letters, it must be a representative/enhanced image of the physical mailpiece.
- Representative Image may include the address or non-address side of the mailpiece as well as directional or complimentary imagery to enhance the Ride-Along image and/or corresponding mailpiece.
- The Representative Image must include a static representation of the mailpiece image sent to the mailbox. The image can look identical or similar to the actual mailpiece; however, we require it to be in sync with the image/brand of the actual mailpiece.
- The image can be submitted as a PDF or JPEG attachment in the Mailing Promotion Portal.
- The image file can't exceed 200KB.
- Image needs to be sized to at least one maximum dimension: 780px width or 500px height.

### Best Practices



# CAMPAIGN ELEMENTS – RIDE-ALONG IMAGE/CTA

## INFORMED DELIVERY PROMOTION



## RIDE-ALONG IMAGE / CALL-TO-ACTION (CTA)

- Ride-Along images are required for all Informed Delivery Promotion campaigns.
- Ride-Along/CTA is key for customer engagement and CTA conversion.
- The CTA needs to be clear and take at least 20% of the image area.
- The CTA must have enough color contrast to stand out in the Ride-Along image.
- The CTA can't encourage mail diversion/elimination; for example, the use of "go paperless" or "pay your bill online" as a CTA will be approved.
- The click from the Ride-Along image to the destination URL must allow the user to by-pass a pop-up windows.
- Image need to be sized to at least one maximum dimension: 300px width or 200px height.

Informed Images



### Best Practices

200px



300px

• Logo reinforces brand

• Look and message sync to mailpiece

• Call-to-Action is clear and compelling

# CAMPAIGN ELEMENTS – CTA Examples



## INFORMED DELIVERY PROMOTION

### Examples of Acceptable CTAs

- ✓ Manage account
- ✓ View account
- ✓ Click here to donate
- ✓ Get 25% off
- ✓ Get your instant quote
- ✓ Claim your free gift
- ✓ Secure your home
- ✓ Earn 1.5% cash back
- ✓ Sign up for summer programs
- ✓ Apply now
- ✓ Open an account now
- ✓ Download the app here
- ✓ See offers
- ✓ Click here for additional deals

### Examples of Unacceptable/Unclear CTAs

- × Go paperless
- × Go Green
- × Sign-up for electronic statements
- × Pay online
- × Donate online
- × Get account info online
- × Save a tree, go electronic
- × Save the environment - go online
- × Get future statements online

#### Unclear CTA/no action word examples

- × Last Minute Offer
- × Semi-annual Sale
- × Additional Deals
- × A Retailer Name or Logo without a CTA

# CAMPAIGN ELEMENTS – URL

## URL

- The URL and link submitted must start with HTTPS.
- The URL and link must lead directly to a landing page that is associated with the physical mailpieces.
- The URL and link must be free of any malware/virus that could impact the USPS or the customer experience.
- The URL and link can't be branded in a manner that emulates the USPS.com (to avoid confusion).
- The landing page should avoid pop-up windows; and if it does, it should have a cancel/close option.

## INFORMED DELIVERY PROMOTION



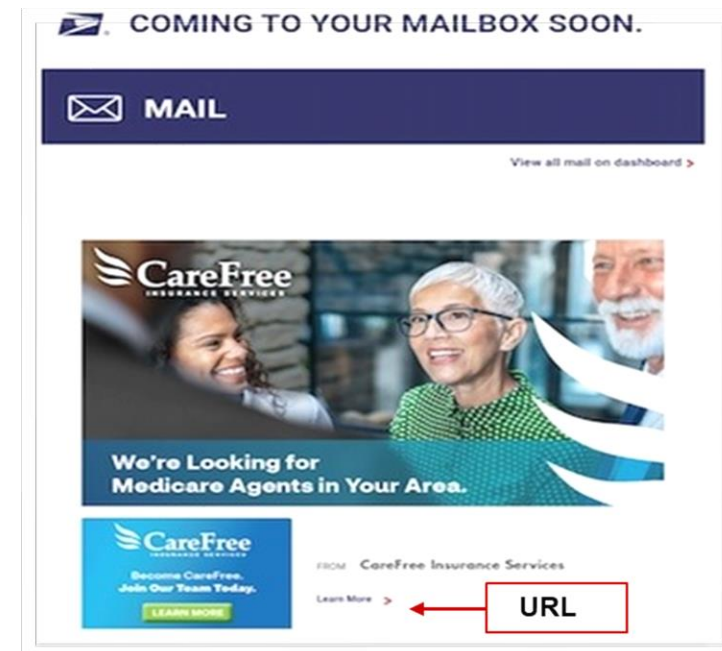
Best Practice

<https://CareFreeInsurance.com>

The URL starts with HTTPS

The URL leads to a landing page that is free of malware/virus and doesn't emulate the USPS.com

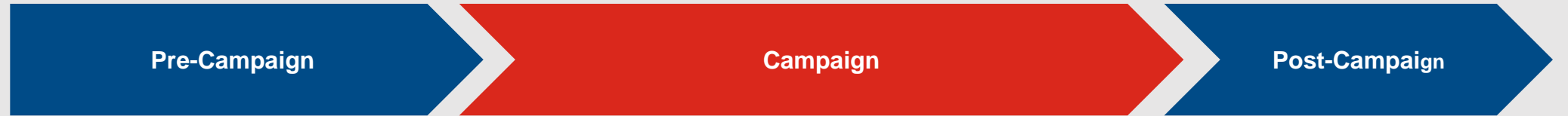
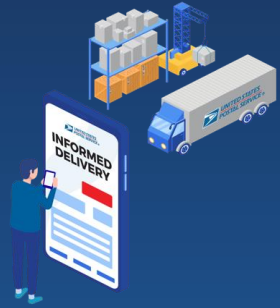
There is a direct link between the URL and the brand/mailpiece



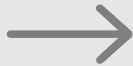


# INFORMED DELIVERY PROMOTION JOURNEY

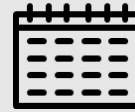
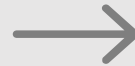
# INFORMED DELIVERY PROMOTION JOURNEY



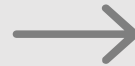
Register for ID Promotion and MPP in BCG



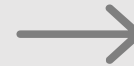
Get Your Campaign Elements Approved



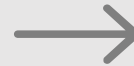
Create Your Campaign in MCP



Submit Your Postage Statement



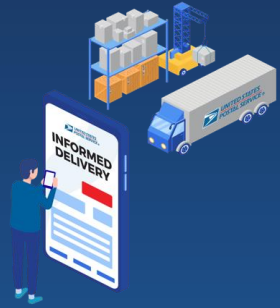
Induct Mailing



View Your Campaign Performance and 4% Discount Application

**INFORMED DELIVERY PROMOTION**

# INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN



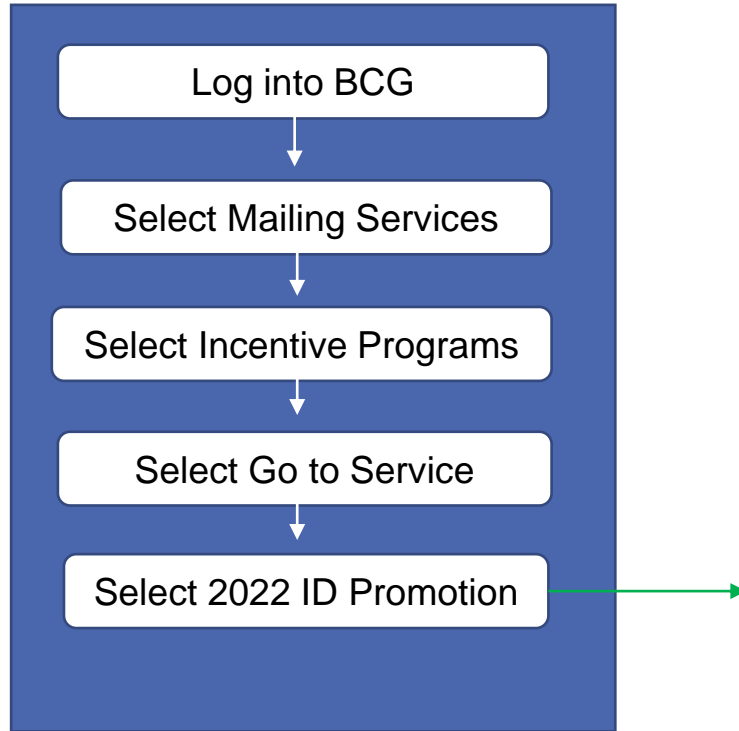
## Register for ID Promotion and MPP

- Register for Informed Delivery Promotion in Business Customer Gateway (BCG).
- Sign up for Mailing Promotion Portal (MPP).

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# INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

## Register for Informed Delivery Promotion in Business Customer Gateway (BCG)



The screenshot displays the USPS Business Customer Gateway (BCG) interface. At the top, the USPS logo and navigation links (USPS.COM | GATEWAY | HELP | SIGN OUT) are visible. The main heading is "2022 Informed Delivery Promotion" with an "Enrollment Status: ENROLLED" indicator. Below this, there are buttons for "Unenroll" and "Back to Incentives Home".

The "Program Summary" section provides an overview: "2022 Informed Delivery Promotion Overview. In an effort to increase the adoption rate of Informed Delivery the USPS is offering a 4% discount on postage for business mailers who leverage Informed Delivery to reach their target audience through the Informed Delivery digital channel."

The "Additional Contact Information" section is marked as "Complete" and states: "4% of eligible postage. The discount is calculated in *PostalOne!*® and applied to the postage statement at the time of mailing. The 4% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices."

The "Locations" section is also marked as "Complete" and shows the "Enrollment Status - Enrolled - 4 out of 4 steps completed". It includes the instruction: "Please complete all of the steps below to enroll."

The "Enrollment Steps (4)" section lists the following steps, all of which are marked as "Complete":

- [ + ] Additional Contact Information - Complete
- [ + ] Locations - Complete
- [ + ] Payment Accounts - Complete
- [ + ] Certification - Complete

The "Payment Accounts" section is marked as "Complete".

The "Certification" section is marked as "Complete".

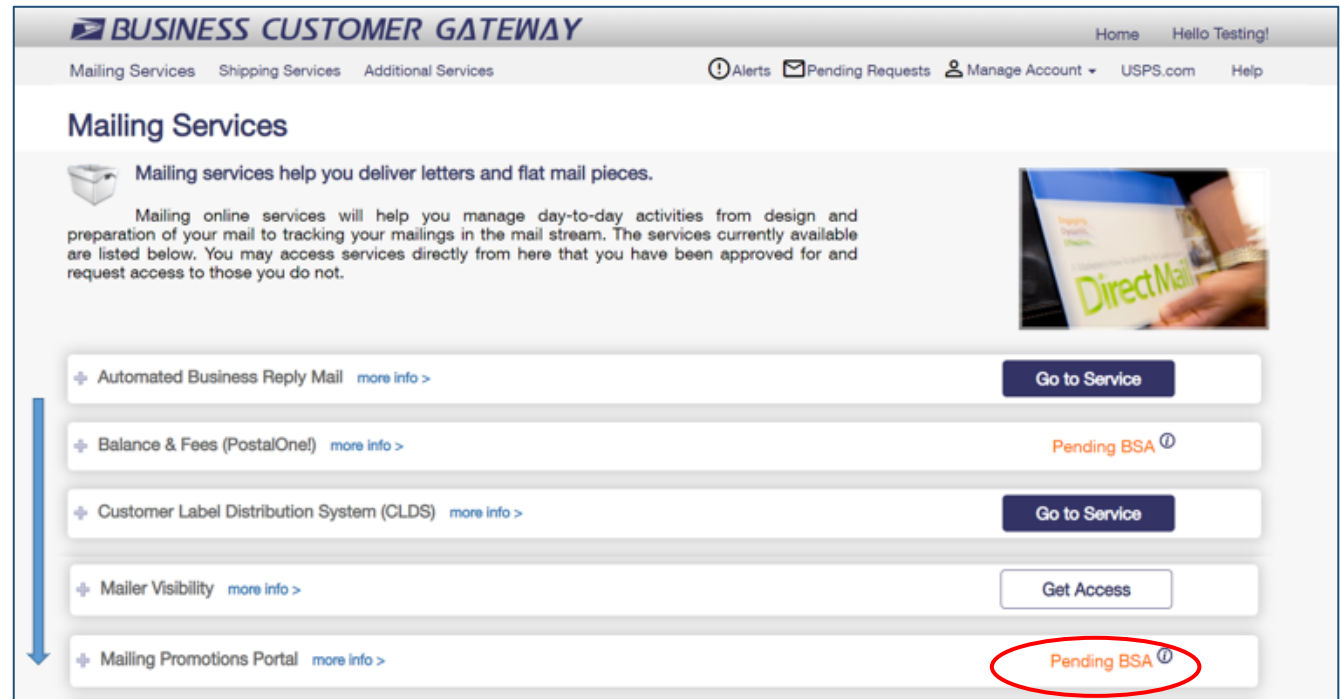
The "My Activity" section includes a link to "View Activity Report" and "View My Activity Report".

At the bottom, there is a "Show Additional Information" button.

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# INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

## Sign up for Mailing Promotion Portal (MPP)



If you are not the Business Service Administrator (BSA), you will see *Pending BSA* until the BSA at your company has approved your access

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# INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

## Sign up for Mailing Promotion Portal (MPP)

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1. Once your access is approved by your BSA, you will be able to **select** Go To Service
2. Once you select Go To Services, click “No Promo Code”
3. Then you will be directed to an online form titled “Mailing Promotions Portal Access Request”

The screenshot shows the 'BUSINESS CUSTOMER GATEWAY' interface. Under the 'Mailing Services' section, there is a list of services with 'Go to Service' buttons. The 'Mailing Promotions Portal' service is highlighted with a blue arrow pointing to its 'Go to Service' button.


Service	Action
Automated Business Reply Mail	Go to Service
Balance & Fees (PostalOne!)	Pending BSA
Customer Label Distribution System (CLDS)	Go to Service
Mailer Visibility	Get Access
Mailing Promotions Portal	Go to Service

The screenshot shows the 'Mailer Promotions Portal - Enter Promo Code' page. It features a text input field for the promo code, a 'Cancel' button, a 'Submit' button, and a 'No Promo Code?' link. A red arrow points from the 'Go to Service' button in the previous screenshot to the 'No Promo Code?' link.


The screenshot shows the 'Mailing Promotions Portal Access Request' form. It contains several fields for user information: Name, Company, Phone (Required format: xxx-xxx-xxxx), Phone Extension (Required format: xxxxx), Email, ZIP, Industry Type, and Participated in Past Promotions? (with a dropdown menu). A 'Save' button is at the bottom left. A red arrow points from the 'No Promo Code?' link in the previous screenshot to this form.

# INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

## Sign up for Mailing Promotion Portal (MPP)



[Click here for more information on USPS Mailing Promotions.](#)

 Mailing Promotions Portal Access Request

Please complete the following form to request access to the USPS Mailing Promotions Portal.

* Name	<input type="text"/>	* Company	<input type="text"/>
* Phone (Required Format: xxxxxxxxxx)	<input type="text"/>	Phone Extension (Required Format: xxxxxx)	<input type="text"/>
* Email	<input type="text"/>	CRID	<input type="text"/>
* Industry Type	<input type="text"/>	* Participated in Past Promotions?	<input type="text" value="-- None --"/>
* Are you a Mailer or a Mail Service Provider?	<input type="text" value="-- None --"/>		

1. Complete the form above and submit it.
2. The Promotion Office will review your submission and will send you an approval email within one business day.

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# INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

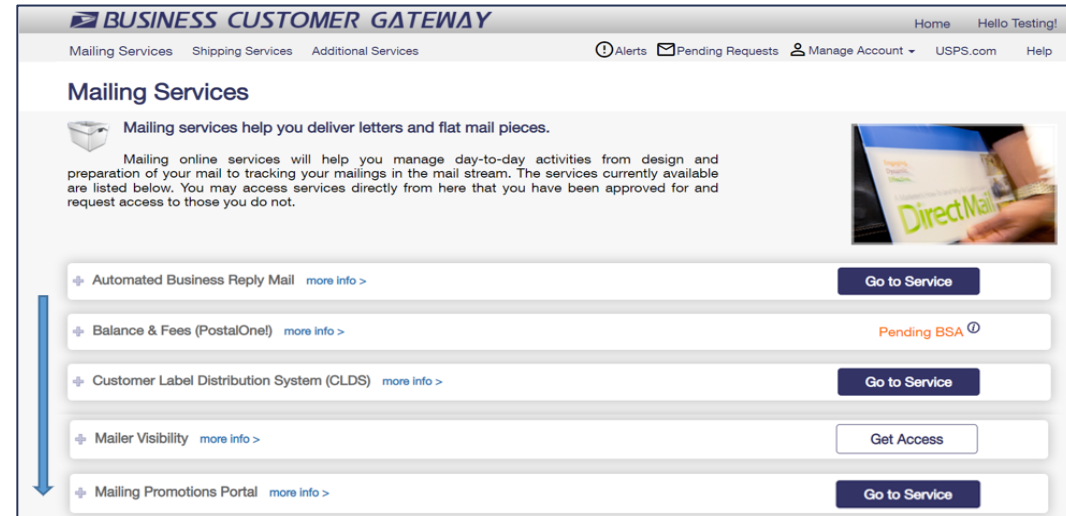
## Sign up for Mailing Promotion Portal (MPP)

Once you receive your approval email from the Promotion Office, please follow these steps:

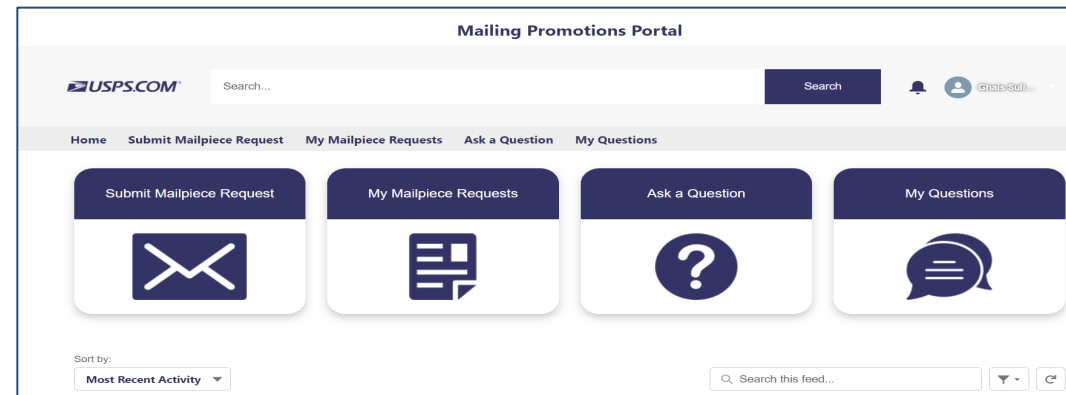
1. Log back into BCG
2. Click Mailing Services
3. Scroll down to Mailing Promotions Portal
4. Click “Go to Service”
5. Click “Submit”
6. You will be redirected to the Mailing Promotions Portal

### Please Note That

MPP Doesn't Register You for ID Promotion or Create Your Campaign



The screenshot shows the Business Customer Gateway (BCG) interface. At the top, there are navigation links for Mailing Services, Shipping Services, and Additional Services. The main heading is "Mailing Services". Below this, there is a description: "Mailing services help you deliver letters and flat mail pieces. Mailing online services will help you manage day-to-day activities from design and preparation of your mail to tracking your mailings in the mail stream. The services currently available are listed below. You may access services directly from here that you have been approved for and request access to those you do not." A list of services is displayed with expandable arrows and "more info" links. The services listed are: Automated Business Reply Mail (with a "Go to Service" button), Balance & Fees (PostalOne!) (with a "Pending BSA" status), Customer Label Distribution System (CLDS) (with a "Go to Service" button), Mailer Visibility (with a "Get Access" button), and Mailing Promotions Portal (with a "Go to Service" button).



The screenshot shows the Mailing Promotions Portal (MPP) interface. At the top, there is a search bar and a "Search" button. Below this, there are navigation links for Home, Submit Mailpiece Request, My Mailpiece Requests, Ask a Question, and My Questions. The main content area features four large buttons with icons: "Submit Mailpiece Request" (with a mail icon), "My Mailpiece Requests" (with a document icon), "Ask a Question" (with a question mark icon), and "My Questions" (with a speech bubble icon). At the bottom, there is a "Sort by:" dropdown menu set to "Most Recent Activity" and a search bar for the feed.

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# INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

- **Submit Your Campaign Elements in MPP and Obtain Approval**

**Mailing Promotions Portal**

USPS.COM Search... Search Ghais Suli...

Home Submit Mailpiece Request My Mailpiece Requests Ask a Question My Questions

Submit Mailpiece Request My Mailpiece Requests Ask a Question My Questions

Sort by: Most Recent Activity

Search this feed...

**More Information and Training on MPP is Available on PostalPro Promotion Page**

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# INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

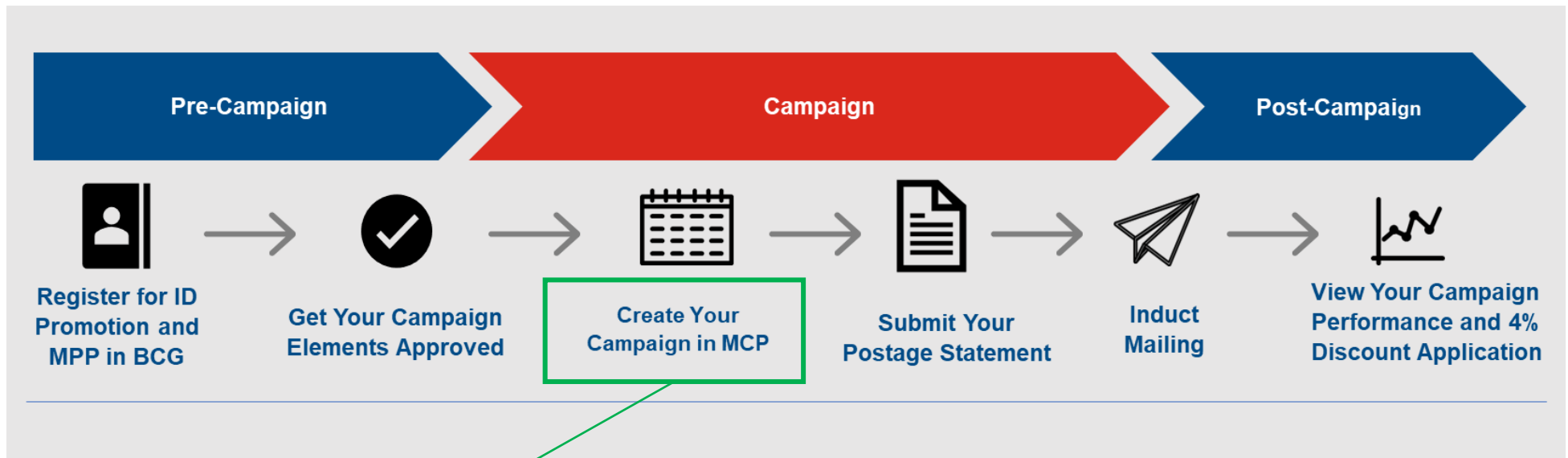


## Get Your Campaign Elements Approved

- Submit Your Campaign Elements in MPP for **Review** and **Approval**.
- You will be notified about the Review/Approval outcome via eMail in four business days or less; the email will come from [USPSCustomerSupport@USPS.gov](mailto:USPSCustomerSupport@USPS.gov).
- If additional input is needed from you to support the Review/Approve process or for your Campaign Elements an email will be sent to you.

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# INFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN



## Create Your Campaign in Mailer Campaign Portal (MCP)

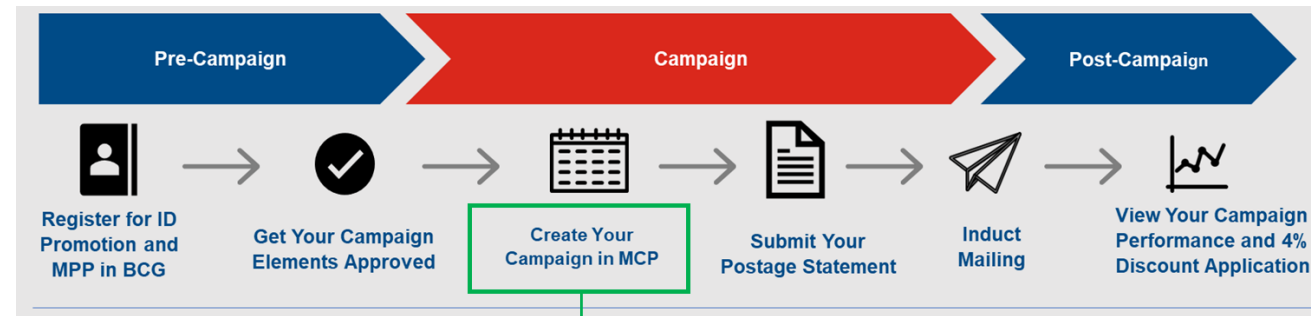
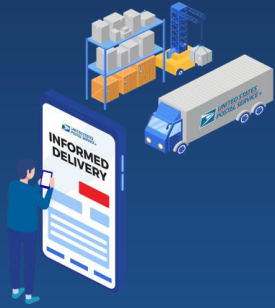
- Create your campaign in MCP.
- MCP is accessed via the BCG.
- The MCP is a simple self-service option that enables mailers to initiate, create, and track campaigns.

**Mailers can also use PostalOne! to create campaigns.**

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# INFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN

## INFORMED DELIVERY PROMOTION



## Mailer Campaign Portal (MCP) Under Business Customer Gateway (BCG)

- Manual creation of campaigns
  - Best for small campaigns
  - Not suitable for complex campaigns and/or mailings
  - Visit BCG for more information on how to submit campaigns through MCP.
- Under **Other Services** enroll in by clicking on **Get Service** and then click on the **Go to Service** button next to **Informed Delivery® Mailer Campaign Portal**.
- Email [USPSInformedDeliveryCampaigns@usps.gov](mailto:USPSInformedDeliveryCampaigns@usps.gov) for support

## PostalOne!® Through eDoc Submission

- Self-service option where mailers create campaigns via eDocumentation (eDoc) and submit through *PostalOne!*®
- Mail.dat or Mail.XML submission options
- Can submit Presort or Non-Presort jobs
- Ideal for higher campaign volumes and more complex campaigns/mailings.
- Images must be hosted on the web – most mailers create a folder or subdomain on their website and drop the images in there.
- **Mailers should go through several rounds of testing in the CAT BCG test environment before submitting active campaigns in Production.**
- Email [USPSInformedDeliveryeDoc@usps.gov](mailto:USPSInformedDeliveryeDoc@usps.gov) for support

# INFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN

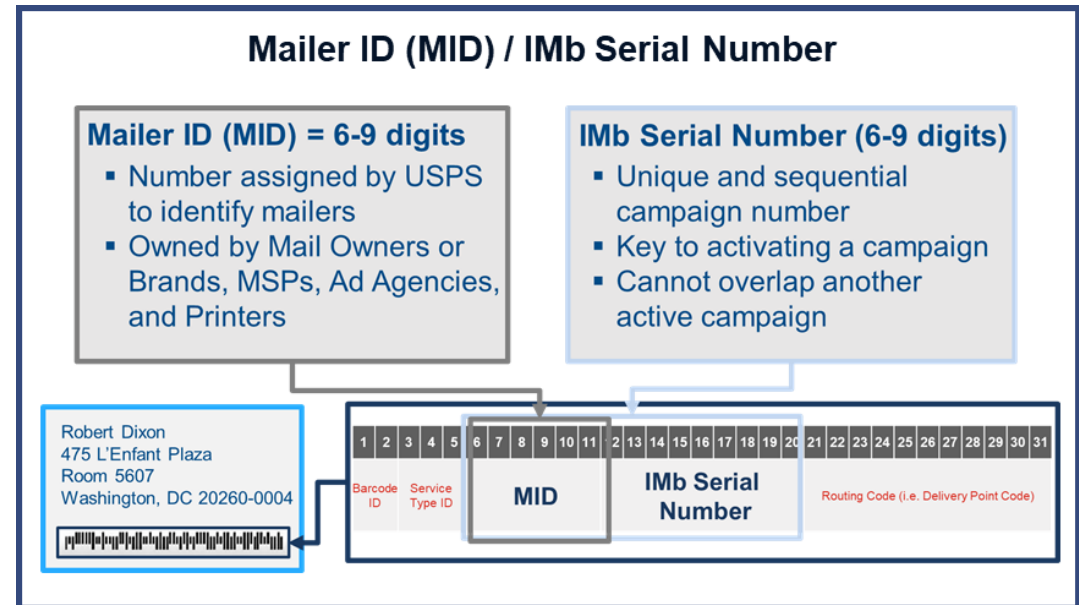
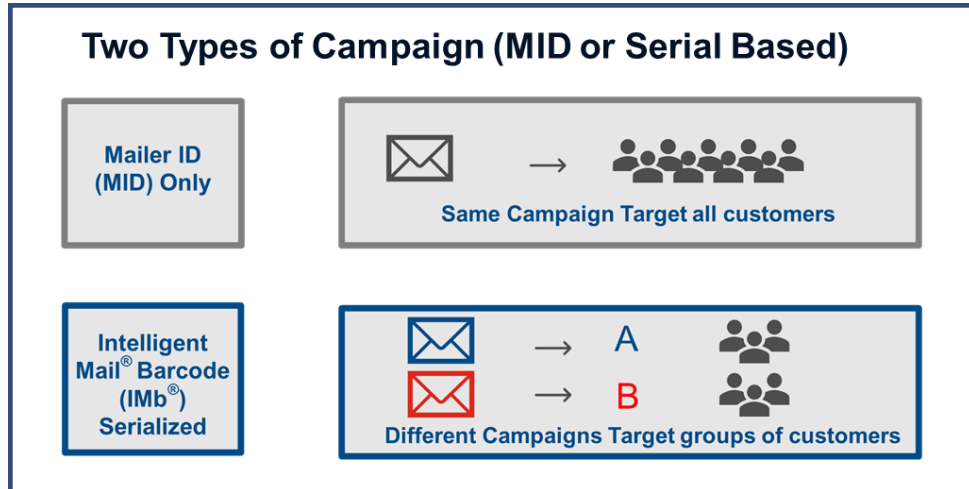
## Mailer Campaign Portal (MCP) – Fields

Elements	Descriptions
<b>Brand Display Name</b> (i.e. Mail Owner Name)	This name will show in the “From” field in the Informed Delivery campaign presented to users. It must be the mail owner’s name. For example, if an MSP represents Company123, this field should read “Company123.” The same Brand Display Name can be used for multiple campaigns. This field can have a maximum of 30 characters including spaces.
<b>Campaign Title</b>	This field is for internal use only. For example, “AnyBrand Letter Mailing.” The same Campaign Title can be used for multiple campaigns. This field can have a maximum of 30 characters including spaces
<b>Campaign Code</b>	This field is for internal use only. It must be unique for each campaign. For example “ABC102218-1” (company name, campaign Start Date, extension if more than one campaign). This field can have a maximum of 30 characters including spaces.
<b>Campaign Start and End Dates</b>	These fields indicate the dates when the campaign will begin and end. USPS suggests that the Start Date is three days prior to and the End Date is three days after the target in-home date(s). The campaign Start Date cannot occur in the past. The Start Date and End Date cannot be more than 45 days apart. .
<b>Mailer ID (MID)</b>	The MID must be six or nine numeric digits in length; this is the MID that will be on the mailpieces sent. If this is a shared MID or multiple campaigns are conducted at the same time, then the Intelligent Mail® barcode (IMb®) Serial Number Range is also required. The MID can belong to the mail owner or a Mail Service Provider (MSP). The company that addresses and prints the IMb’s on the mailpieces will know this number.
<b>IMb Serial Number Range Start / End</b>	This range is required if the campaign level is IMb Serialized (see the Interactive Campaign Guide for more information on campaign levels). Campaigns using a shared MID must each have a unique and sequential IMb Serial Number Range. This must be a six- or nine-digit number (depending on length of the MID). The company that addresses and prints the IMb’s on the mailpieces will need to derive and provide this range.
<b>Mailpiece Shape</b>	Indicate the type of mailpiece “Letter/Postcard” or (“Flat”) based on the postage payment rate.
<b>Representative Image</b>	A Representative Image is optional for letters and postcards. Flat campaigns must utilize a Representative Image.
<b>Ride-along Image</b>	A Ride-along Image is required for all campaigns.
<b>Target URL</b>	Website to which users click-through via the Ride-along Image or “View Website” link. Required for all campaigns.

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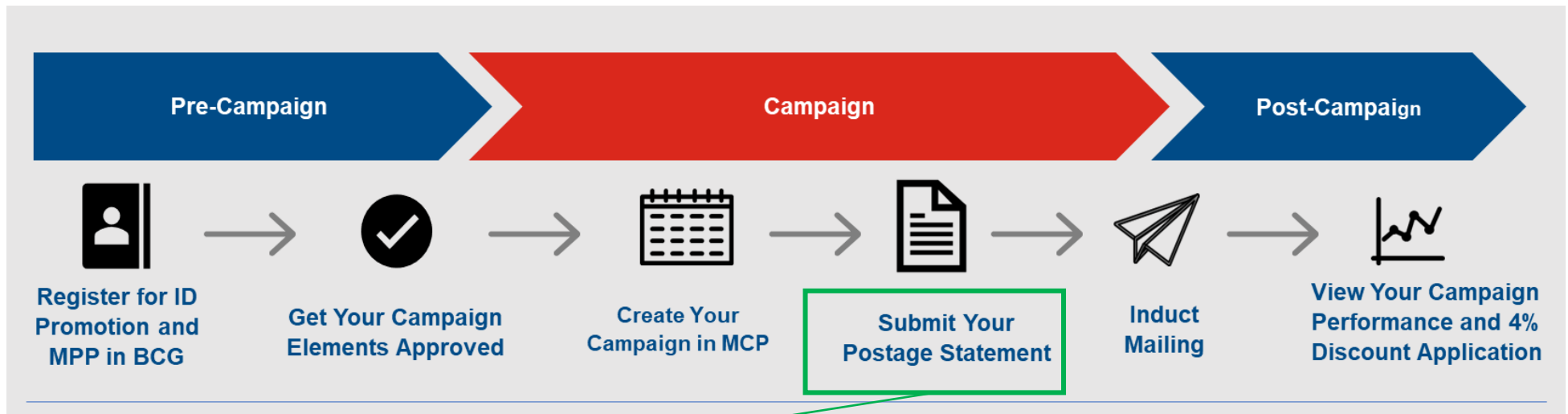
# INFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN

## Mailer Campaign Portal (MCP) – Chose Your Campaign Type



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# INFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN

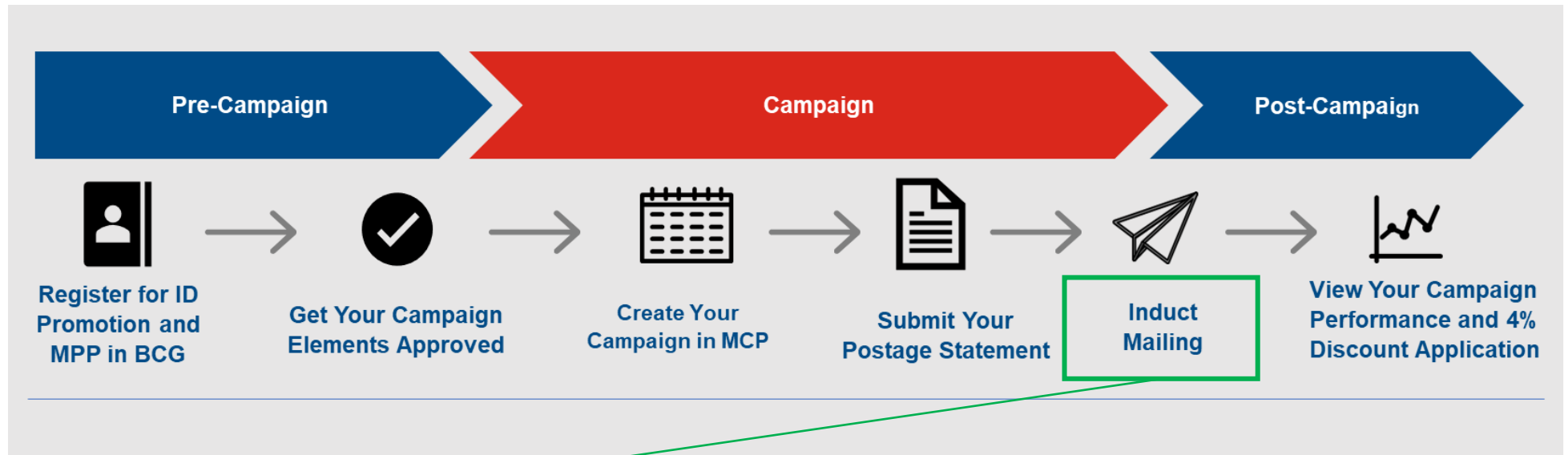


## Submit Your Postage Statement

- Mailing Statements must be submitted electronically via Mail.dat®, Mail.XML®, or Postal Wizard.
- The Electronic Documentation (eDoc) must include the MID (for MID Level campaigns) or MID and IMb® Serial Numbers (for Serial-Range Level campaigns) for mailpieces claiming the promotion discount.
- Separate Postage Statements are required for all MID Level and Serial-Range Level campaigns submitted via Postal Wizard.
- The promotion discount can be applied to qualifying pieces within a combined or commingled mailing (qualifying mail must be submitted on separate postage statement or by mailpiece version).
- Only one promotional discount will be applied per mailpiece.
- Additional technical information can be found on PostalPro - USPS Mail.dat® and Mail.XML® Technical Specification documents.
- Email [USPSInformedDeliveryDoc@usps.gov](mailto:USPSInformedDeliveryDoc@usps.gov) for support

INFORMED  
DELIVERY  
PROMOTION

# INFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN



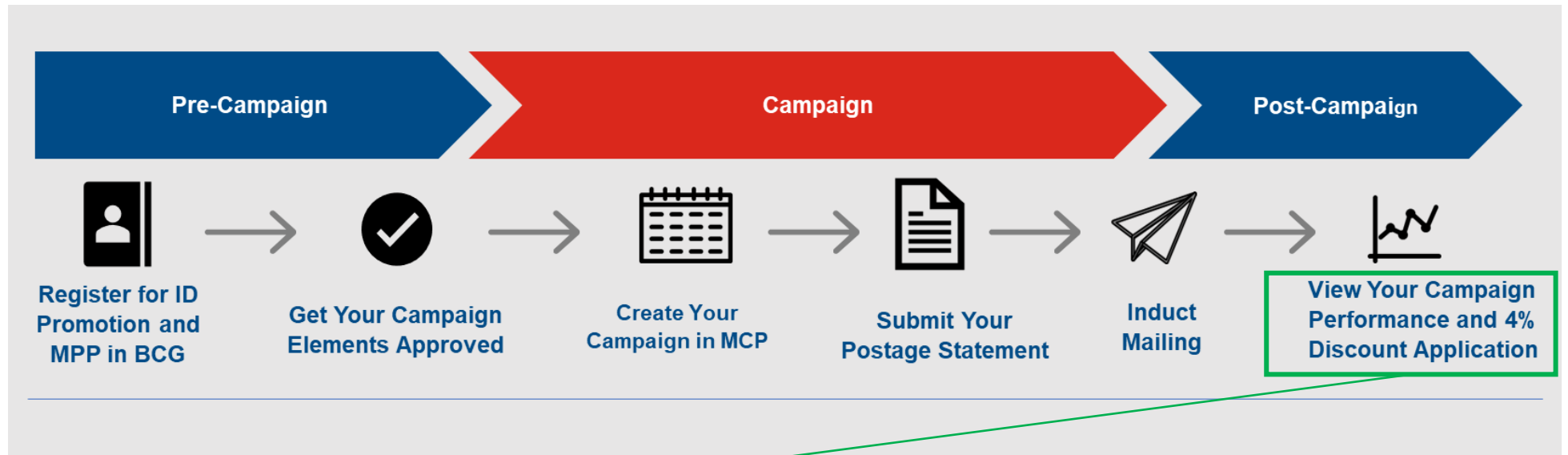
## Induct Mailing

- Submit your mailpieces at Business Mail Entry Unit (BMEU).
- Customer receives Informed Delivery Campaign notification (via the Daily Digest) and the physical mailpiece will be delivered to the mailbox.

INFORMED  
DELIVERY  
PROMOTION



# INFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN



## View Your Campaign Performance and 4% Discount Application

- You can view the Activity Report to view your campaign performance.
- The Activity Report can be accessed via “Incentive Landing page” or “Activity Report Tab”.
- Reports are **ONLY** available to the Account Holder permit.

INFORMED  
DELIVERY  
PROMOTION

# INFORMED DELIVERY PROMOTION BEST PRACTICES

# ID PROMOTION BEST PRACTICES



## INFORMED DELIVERY PROMOTION

### Checklist to Review **Prior** to Submitting Campaign Data in *PostalOne!*

1	Make sure your ID Campaign is in SUBMITTED or in ACTIVE status in the MCP <i>no later than 2 p.m. EST the day before</i> the job is submitted to <i>PostalOne!</i> . <i>If your ID Campaign is created after 2 p.m. EST the day before, cancel the PostalOne! job and resubmit it the next day after 6 a.m. EST.</i>
2	Make sure the Postage Statement Mailing Date falls <b>WITHIN</b> the Start and End Dates of the campaign in the MCP. <i>We suggest making the Start Date of the campaign the earliest Postage Statement Mailing Date of the job.</i>
3	Make sure the CCR code for claiming the ID Promotion (Characteristic Type of "I" and Characteristic of "PI") is populated within the <u>eDoc</u> for each MPU claiming the discount on the postage statement.
4	Make sure the Serial Numbers in the piece barcodes ( <u>IMbs</u> ) related to the Mail Piece Unit (MPU) claiming the discount are within the start and end serials of the campaign in the MCP.
5	Make sure at least 80% of all the pieces under the MPU(s) claiming the discount can be associated/matched to a campaign in the portal based on the MID and Serial Numbers in the <u>IMbs</u> .
6	Make sure the MID in the piece barcodes ( <u>IMbs</u> ) related to the MPU claiming the discount is the same as the MID of the Campaign in the MCP.

40% of  
Errors

40% of  
Errors

# ID PROMOTION BEST PRACTICES



## Review Your Activity Report

**INFORMED  
DELIVERY  
PROMOTION**



Mailing Date	Company	Postage Statement ID	Mail Class	Permit Number	Permit Type	Finance Number	Total Pieces	Discount Amount	Total Postage	Mailing Group ID	Job ID
9/13/2021	Charity Works	445660208	SM	165774	PI	162875	13,555	\$0.00	\$3,358.97	324995890	627456E
9/13/2021	Charity Works	445660251	SM	165774	PI	162875	53,734	\$871	\$13,640.91	231665789	627332A
9/13/2021	Charity Works	445660568	SM	165774	PI	162875	43,324	\$0.00	\$11,345.89	325034897	564856B
9/13/2021	Charity Works	445660458	SM	165774	PI	162875	321,456	\$0.00	\$72,345.89	223897345	324332C
9/13/2021	Charity Works	445660214	SM	165774	PI	162875	333,234	\$1,202	\$81,345.77	834597345	549987D
9/13/2021	Charity Works	445660441	SM	165774	PI	162875	564,890	\$2,897	\$104,345.89	345897567	627341A
9/13/2021	Charity Works	445660411	SM	165774	PI	162875	123,345	\$0.00	\$56,898.99	345098789	687903B
9/13/2021	Charity Works	445660778	SM	165774	PI	162875	45,345	\$0.00	\$12,234.88	213456789	627345C
9/13/2021	Charity Works	445667478	SM	165774	PI	162875	23,345	\$320	\$8,908.33	908778657	877345D
9/13/2021	Charity Works	445667789	SM	165774	PI	162875	45,545	\$0.00	\$10,234.55	908675564	224897A

# ID PROMOTION BEST PRACTICES



## Reviewing PostalOne Warning Codes

### 10 APPENDIX C - Mail.XML MDX Server Side Validations - Warning Codes

Warning Code	Warning Description	Action
9781	A campaign cannot be found for MID(s): {1}. All MID(s) claiming Incentive = PI must be linked to a valid (active or submitted) campaign for the incentive to be applied	N/A
9782	The PostageStatementMailingDate does not fall within the campaign start and end dates for MID(s): {1}. All MID(s) must be linked to a valid (active or submitted) campaign, and the PostageStatementMailingDate in the ContainerInfoData block should fall within the campaign start and end dates for the incentive to be applied.	N/A
9783	There is an invalid combination of campaigns entered for this mailing. MID-based campaigns (MID(s): {1}) cannot be mixed with Serial-based campaigns (MID(s): {2}) on the same statement for the same MID.	N/A
9784	To be eligible for the Informed Delivery incentive, the number of pieces tied to ReferenceableMailData blocks must be greater than {1} percent threshold. The current percentage is {2}.	N/A
9785	To be eligible for the Informed Delivery incentive, the number of pieces claiming the incentive cannot be greater than the number of pieces in the campaign. MID: {1}, claimed pieces {2}, Campaign pieces {3}. Note: Specific to Portal, Serial campaigns.	N/A
9786	The SerialNumber6 or SerialNumber9 in the IMB block do not fall within the campaign start and end serials for MID(s): {1}. All serials must be within the correct range for a valid (active or submitted) campaign for the incentive to be applied.	N/A
9779	When claiming the Informed Delivery incentive, the PostageStatementMailingDate in the PostageStatementCreateRequest must fall within the DateStart and DateEnd in the CampaignData block or within the ReferenceableMailDateStart and ReferenceableMailDateEnd in the ContainerInfoData block.	N/A
9780	To be eligible for the Informed Delivery incentive, the number of pieces tied to ReferenceableMailData blocks must be greater than {1} percent threshold. The current percentage is {2}.	N/A



**INFORMED  
DELIVERY  
PROMOTION**

# INFORMED DELIVERY PROMOTION SUPPORT AND RESOURCES

# SUPPORT

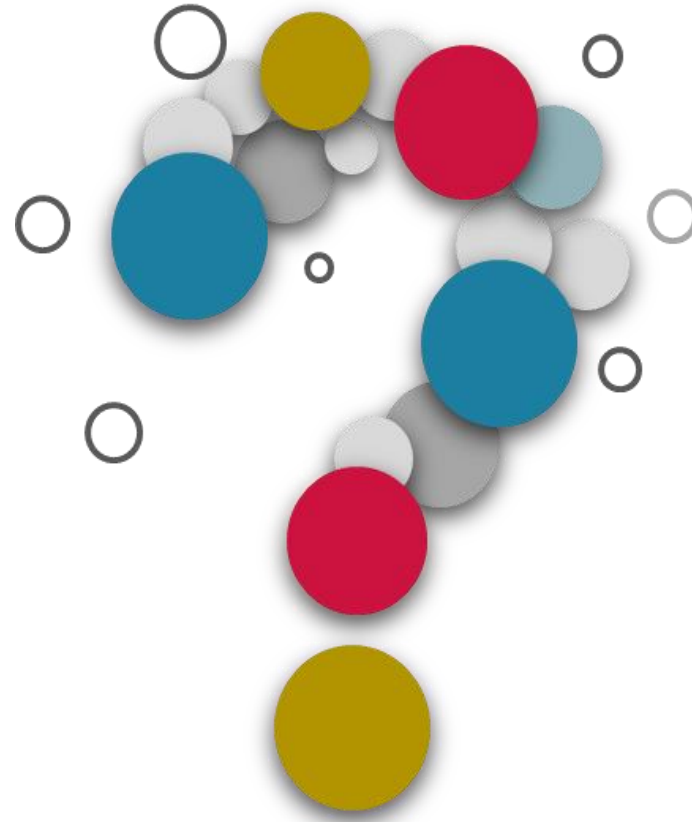
- PostalPro: <https://postalpro.usps.com/promotions>
  - Requirements documents
  - Webinar links, slides, and recordings
  - Guide to the USPS Mailing Promotion Portal
- Mailing Promotion Portal (via your Business Customer Gateway Account)
  - Promotion Pre-approvals & Questions
- Promotions Team Email:  
[MailingPromotions@usps.gov](mailto:MailingPromotions@usps.gov)

## PostalOne!® Helpdesk

For issues and concerns regarding enrollment or technical issues, please contact the PostalOne! Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: [MSSC@USPS.gov](mailto:MSSC@USPS.gov) or 1-877-672-0007.



# Questions and Comments



**INFORMED  
DELIVERY  
PROMOTION**





# Appendix

# 2022 PROMOTIONS GUIDEBOOKS

- **Modular:** Distinct sections get you to the information you need, quickly and easily
- **Clickable:** Interactive tabs, buttons, and links take you directly to relevant content and resources
- Available on Postal Pro: <https://postalpro.usps.com/promotions>

2022  
**TACTILE, SENSORY, INTERACTIVE PROMOTION**

Enhance how consumers interact and engage with mail.  
Give your customers an engaging experience they will remember.

**OVERVIEW**  
See what this promotion is about.  
[LEARN MORE](#)

**FEATURES**  
Understand how to use Tactile, Sensory, Interactive.  
[LEARN MORE](#)

**QUICK START**  
Learn the key steps in the process.  
[LEARN MORE](#)

**PROMOTION DETAILS**  
How to get your Tactile, Sensory, Interactive mail right.  
[LEARN MORE](#)

**MAILING SUBMISSION AND ACCEPTANCE**  
Find out about preparation, registration, mailing, and mail acceptance.  
[LEARN MORE](#)

**SUPPORT**  
Find other resources and contact information for questions.  
[LEARN MORE](#)

UNITED STATES POSTAL SERVICE

2022  
**EMERGING AND ADVANCED TECHNOLOGY PROMOTION**

Hear the engine rev, walk through your next home, or ask a question...with mail.  
Show your customers with the unexpected by getting their attention in ways that will leave them speechless, taken, or inspired.

**OVERVIEWS**  
See what this promotion is about.  
[LEARN MORE](#)

**FEATURES**  
Understand the different technologies you can use and see why they're great.  
[LEARN MORE](#)

**QUICK STARTS**  
Learn the key steps in the process.  
[LEARN MORE](#)

**PROMOTION DETAILS**  
How to design for and use the technology.  
[LEARN MORE](#)

**MAILING SUBMISSION AND ACCEPTANCE**  
Find out about preparation, registration, mailing, and mail acceptance.  
[LEARN MORE](#)

**SUPPORT**  
Find other resources and contact information for questions.  
[LEARN MORE](#)

UNITED STATES POSTAL SERVICE

2022  
**EARNED VALUE PROMOTION**

Earn postage credits for future mailings.

**OVERVIEW**  
See what this promotion is about.  
[LEARN MORE](#)

**FEATURES**  
Understand how to use Earned Value.  
[LEARN MORE](#)

**QUICK START**  
Learn the key steps in the process.  
[LEARN MORE](#)

**PROMOTION DETAILS**  
How to get your Earned Value mail right.  
[LEARN MORE](#)

**EARNED VALUE RESOURCES**  
Learn about other tools and services to help you use the promotion.  
[LEARN MORE](#)

**SUPPORT**  
Find other resources and contact information for questions.  
[LEARN MORE](#)

UNITED STATES POSTAL SERVICE

2022  
**PERSONALIZED COLOR TRANSPROMO PROMOTION**

Brightening Up Mail  
Send vibrant, colorful mailpieces that attract and engage, inspire, and convert.

**OVERVIEW**  
See what this promotion is about.  
[LEARN MORE](#)

**FEATURES**  
Understand how to use Color Transpromo.  
[LEARN MORE](#)

**QUICK START**  
Learn the key steps in the process.  
[LEARN MORE](#)

**PROMOTION DETAILS**  
How to get your Color Transpromo mail right.  
[LEARN MORE](#)

**MAILING SUBMISSION AND ACCEPTANCE**  
Find out about preparation, registration, mailing, and mail acceptance.  
[LEARN MORE](#)

**SUPPORT**  
Find other resources and contact information for questions.  
[LEARN MORE](#)

UNITED STATES POSTAL SERVICE

2022  
**INFORMED DELIVERY PROMOTION**

Discover and explore what's coming in the mail before it even arrives!  
Invite your customers to engage with your mail campaigns through personalized, interactive digital images.

**OVERVIEW**  
See what this promotion is about.  
[LEARN MORE](#)

**FEATURES**  
Understand how to use Informed Delivery.  
[LEARN MORE](#)

**QUICK START**  
Learn the key steps in the process.  
[LEARN MORE](#)

**PROMOTION DETAILS**  
How to get your Informed Delivery mail right.  
[LEARN MORE](#)

**MAILING SUBMISSION AND ACCEPTANCE**  
Find out about preparation, registration, mailing, and mail acceptance.  
[LEARN MORE](#)

**SUPPORT**  
Find other resources and contact information for questions.  
[LEARN MORE](#)

UNITED STATES POSTAL SERVICE

2022  
**MOBILE SHOPPING PROMOTION**

Streamline your shopping experience.  
Meet your customers where they are with a message by a mobile purchase.

**OVERVIEW**  
See what this promotion is about.  
[LEARN MORE](#)

**FEATURES**  
Understand how to use Mobile Shopping.  
[LEARN MORE](#)

**QUICK START**  
Learn the key steps in the process.  
[LEARN MORE](#)

**PROMOTION DETAILS**  
How to get your Mobile Shopping mail right.  
[LEARN MORE](#)

**MAILING SUBMISSION AND ACCEPTANCE**  
Find out about preparation, registration, mailing, and mail acceptance.  
[LEARN MORE](#)

**SUPPORT**  
Find other resources and contact information for questions.  
[LEARN MORE](#)

UNITED STATES POSTAL SERVICE

# OVERVIEW



## FEATURES

## QUICK START

## PROMOTION DETAILS


## MAILING SUBMISSION AND ACCEPTANCE

## SUPPORT

2022 EMERGING AND ADVANCED TECHNOLOGY PROMOTION  
**PROMOTION OVERVIEW**

### Where Mail and Technology Meet

Send a mail experience that excites customers by connecting mailpieces with the latest digital technologies. Use the latest technologies to boost your brand awareness, show off product features, highlight key information, send an irresistible offer, or engage with your customers in new ways. Follow along to learn more about these technologies, creating great mail experiences, and how to receive a discount on postage with your qualifying mailing.



### Seven ways to create a new mail experience. All of them come with a discount.

New for 2022 are two discount levels for different technologies. Explore below to see what discount will be applied to each qualifying technology. Note that only one discount can be applied to a mailing.

#### 2% DISCOUNT Emerging and Advanced Technologies

- "Enhanced" Augmented Reality**  
show real world objects using 3D digital images
- Basic Integration with Voice Assistant**  
use basic voice commands to guide exploration

#### 3% DISCOUNT Enhanced Emerging Technologies

- Advanced Integration with Voice Assistant**  
guide an experience through advanced voice commands
- Video in Print Technology**  
create a mobile, interactive video experience
- Near Field Communication**  
chip enabled mailpiece
- Mixed Reality**  
blend physical and virtual spaces
- Virtual Reality**  
craft experiences that take place in the artificial world

#### Mark your calendar

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
● JAN 15								AUG 31 ●		Registration Period	
● MAR 1								AUG 31 ●		Promotion Period	



Learn what each promotion is about, and how it can help you better reach your customers.

OVERVIEW

FEATURES



QUICK START


PROMOTION DETAILS

MAILING SUBMISSION  
AND ACCEPTANCE

SUPPORT

2022 MOBILE SHOPPING PROMOTION


### PROMOTION FEATURES:



**Scan Image to Purchase**

**From Direct Mail to Direct Purchase**

Quick Response (QR) codes, scannable images, and voice assistant commands can transport customers directly from mailpiece to online store. You can frame your logo with a dotless QR code, blend a visual QR code into your images, or integrate voice assistant commands to create mail that delivers high impact and drives sales.



Scan, Click, Purchase

**Mobile Shopping**

Capture a customer's attention with mail that puts purchases a few clicks away.

- QR Code
- Voice Assistant
- AR Experience

2% DISCOUNT

SEE PROMOTION DETAILS

HOME  
OVERVIEW  
FEATURES  
QUICK STARTS  
PROMOTION DETAILS  
MAILING SUBMISSION AND ACCEPTANCE  
SUPPORT

2



Understand which technologies and techniques are eligible and the benefit each delivers to you.

OVERVIEW

FEATURES

QUICK START



PROMOTION DETAILS

MAILING SUBMISSION  
AND ACCEPTANCE

SUPPORT

2022 TACTILE, SENSORY, INTERACTIVE PROMOTION

## QUICK START

**1 Select an Eligible Mail Option** See Promotion Details Section 1A for more details

Eligible Mail Options	Ineligible Mailpieces
<ul style="list-style-type: none"><li>○ First-Class Mail® letters, cards, and flats</li><li>○ USPS Marketing Mail™ letters and flats</li><li>○ Nonprofit USPS Marketing Mail™ letters and flats</li></ul>	<ul style="list-style-type: none"><li>○ Periodicals</li><li>○ Bound Printed Matter</li><li>○ Media Mail</li></ul>

**Treatment Placement**  
The mailpiece can incorporate one or more of the treatments (or any combination) on the outside of the envelope, on the actual mailpiece or both (blow in cards, inserts, order forms or reply envelopes are not eligible).

**2 Promotion Process at a Glance** See Promotion Details Section 1B for more details

- 1 Get pre-approval of mailpiece from USPS\***
- 2 Register for Tactile, Sensory, Interactive Promotion**
- 3 Prepare and Submit Postage Statements Electronically**
- 4 Send Your Mailing**

5

HOME  
OVERVIEW  
FEATURES  
QUICK START  
PROMOTION DETAILS  
MAILING SUBMISSION AND ACCEPTANCE  
SUPPORT



Learn the key steps in the process for each promotion.

OVERVIEW

FEATURES

QUICK START

PROMOTION DETAILS



MAILING SUBMISSION  
AND ACCEPTANCE


SUPPORT

2022 PERSONALIZED COLOR TRANSPROMO PROMOTION

## PROMOTION DETAILS

HOME OVERVIEW FEATURES QUICK START PROMOTION DETAILS MAILING SUBMISSION AND ACCEPTANCE SUPPORT

### 3% DISCOUNT



**Full Color marketing and consumer messaging**

Bring the magic to marketing messaging and account data through the use of color

#### Requirements for All Participants

**Must Include**

Eligible mailpieces must include a full color marketing message or visualization of account data in two or more colors not including black, white, or grayscale.

Examples of marketing or consumer messages include:

- **Rewards, Incentive, or Loyalty Programs**  
Example: ABC Credit Cards offers 5% and 10% cash back to customers who spend at least \$5,000 and \$10,000 during the month of May
- **Renewal Offers**  
Example: ABC Credit Cards has a concierge service that card members can subscribe to. They're offering one month free to lapsed members who rejoin.
- **Coupons**  
Example: ABC Credit Cards is offering 10% off all international flights for certain card holder members.

Example of visualizations displaying account data include:

- **Data Visualizations**  
Example: ABC Credit Cards includes bar graphs with bills to show how much customers have spent each month.

**Required Message Placement**

The marketing message or data visualization must be printed on the bill/statement itself as an "Onset," which is printed in-stream, within the content of the bill or statement. (This differs from an insert, which is included inside of an envelope).

**Non-Eligible Consumer Messaging**

- Content that promotes or suggests mail diversion like "going paperless" or "switching to online billing"
  - Bill can contain paperless messaging, but it cannot be more prominent than the marketing/consumer messaging
- Any messaging on the outside of the envelope
- Use of color in logo or other parts of the bill without marketing/consumer messages
- Pre-printed color stationery/paper with general graphics or text
- Color in routine messaging such as payment status, amount due, or contact information

5



Dig into the details about getting your mailing right and earning your discount or credit.

OVERVIEW

FEATURES

QUICK START

PROMOTION  
DETAILS

MAILING SUBMISSION  
AND ACCEPTANCE



SUPPORT

2022 EMERGING AND ADVANCED TECHNOLOGY PROMOTION

# MAILING SUBMISSION AND ACCEPTANCE

HOME  
OVERVIEW  
FEATURES  
QUICK STARTS  
PROMOTION DETAILS  
MAILING SUBMISSION AND ACCEPTANCE  
SUPPORT

## MAILING SUBMISSION REQUIREMENTS

The discount must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.  
*\*Only one promotion discount can be applied to a mailpiece or mailing. The use of technology and/or print treatments eligible for other promotion discounts will not increase the discount amount.*

**A Documentation/Postage Statement**

Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard. Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number. Participants will be required to affirmatively claim this promotion in the "Incentive Claimed" section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

To claim the discount for mailings submitted via Mail.dat® and Mail.XML®, the Component Characteristics Record (CCR) file MUST be populated with the appropriate **two-letter characteristic code** or it must be selected on PostalWizard in the dropdown.

**MI** Mobile Shopping (2% Discount)

**B Combined and Commingled Mailings**

The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Only one promotional discount will be applied per mailpiece version (identified by MPU Mail Piece Unit and MPU Segment ID). In a commingled mailing, which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the CSM Postage Group ID or the .mpa Customer Reference ID in order to create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

Further technical information can be found in the USPS® Mail.dat Technical Specifications  
[https://postalpro.usps.com/resources-list/technical\\_specifications](https://postalpro.usps.com/resources-list/technical_specifications)

If PostalOne!® issues arise during the promotion period and prevent the timely finalization of Postage Statements within PostalOne! system, please follow the instructions in the PostalOne! Contingency Plan posted on PostalPro.  
<https://postalpro.usps.com/node/852>

**C Mailing Date**

Mail must be tendered for acceptance during the promotion period. Promotion eligible mailings must be finalized in PostalOne! no earlier than 12:00:00 AM Central Time the day the promotion starts and no later than 11:59:59 PM Central Time on the last day of the promotion.

Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities 15 calendar days after the promotion end date. (PS Form 3825). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to the first day of the promotion. Any qualifying mailing that is accepted and paid for prior to start of a promotion is not eligible for the promotion discount.

10



Find out about promotion registration, mailing submission, and mailing acceptance requirements.

OVERVIEW

FEATURES

QUICK START

PROMOTION  
DETAILS


MAILING SUBMISSION  
AND ACCEPTANCE

SUPPORT



2022 EARNED VALUE PROMOTION

## SUPPORT



HOME  
OVERVIEW  
FEATURES  
QUICK START  
PROMOTION DETAILS  
EARNED VALUE RESOURCES  
SUPPORT

Further questions can be directed to the Promotions Office.

**EMAIL**  
EamedValue@usps.gov

**MAIL**  
US Postal Service®  
Attn: Earned Value Promotion  
PO BOX 23282  
Washington, DC 20026-3282

FedEx and UPS shipments cannot be delivered to postal PO Box addresses. To ensure prompt delivery to the Promotions Office, please use US Postal Service® products or services. All mailings must include information about the sample, contact information and an email address for responses.

The Promotions Office responds to all inquiries within 4 business days upon receipt of samples to the PO Box and emails to the promotion email address.

Links to webinars, FAQs and other promotion resources can be found on the PostalPro™ website at: <https://postalpro.usps.com/promotions>

**MID and STID Verification**  
To verify that you are using the correct MID(s) and STID(s), contact the Mailpiece Design Analyst (MDA) at either 855-593-6093 or [mda@usps.gov](mailto:mda@usps.gov). You will need to email a PDF of each of your reply pieces requesting verification of the MID and STID.

**PostalOne! Helpdesk**  
For issues and concerns regarding enrollment or technical issues, please contact the PostalOne! Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: [MSSC@USPS.gov](mailto:MSSC@USPS.gov) or 1-877-672-0007. In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne!) for assistance.

11

Have question or need help? Find out the best ways to get in touch with the Promotions Office.







# 2022 USPS PROMOTIONS CALENDAR

USPS Promotions encourage marketers, printers, and mailers to try out new technology and print techniques that drive higher customer engagement and response rates and increase return on investment in mail. By incentivizing the use of these technologies through discounts, the Postal Service is helping to increase the value of direct mail and ensuring its continued place in the modern communications and marketing landscape.

For 2022, USPS is offering the Promotions detailed on the right.



## TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT

Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.

- **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- **DISCOUNT** 4%



## EMERGING AND ADVANCED TECHNOLOGY

Encourages mailers to incorporate emerging technologies such as Enhanced Augmented Reality, Mixed Reality, Virtual Reality, NFC, Video in Print, and mail integration with voice assistants (basic and advanced).

- **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats; Non-Profit Marketing Mail letters and flats
- **DISCOUNT** 2%-3%



## EARNED VALUE REPLY MAIL

Encourages mailers to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards by providing a financial benefit when customers put those pieces back into the mailstream.

- **ELIGIBILITY** Credits may be applied to postage for qualifying First-Class and Marketing Mail letters & flats. They must be used by December 31, 2022.
- **DISCOUNT** \$0.02 credit per counted reply and/or share mail piece



## PERSONALIZED COLOR TRANSPROMO

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging to improve connection to and response from customers.

- **ELIGIBILITY** First-Class Mail presort and automation letters (bills and statements)
- **DISCOUNT** 3%



## INFORMED DELIVERY

Encourages mailers to use USPS' Informed Delivery omni-channel feature. Participants must create Informed Delivery campaigns through the Portal or submit elements through eDoc submission and develop campaigns that meet best-practice requirements.

- **ELIGIBILITY** Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats
- **DISCOUNT** 4%



## MOBILE SHOPPING

Encourages mailers to integrate mobile technologies that facilitate convenient, seamless online shopping experiences. Many new mobile technologies can be leveraged to qualify for this promotion.

- **ELIGIBILITY** Marketing Mail letters and flats
- **DISCOUNT** 2%

**TED-C**

**TRAIL EDGE DIE-CUT**

# TED-C

## WORK GROUP 188

***Growing the Mail Volume by  
Expanding Letter Mail Design***

# TED-C

- **MAD SCIENTIST  
CARLOS TRICAMO**



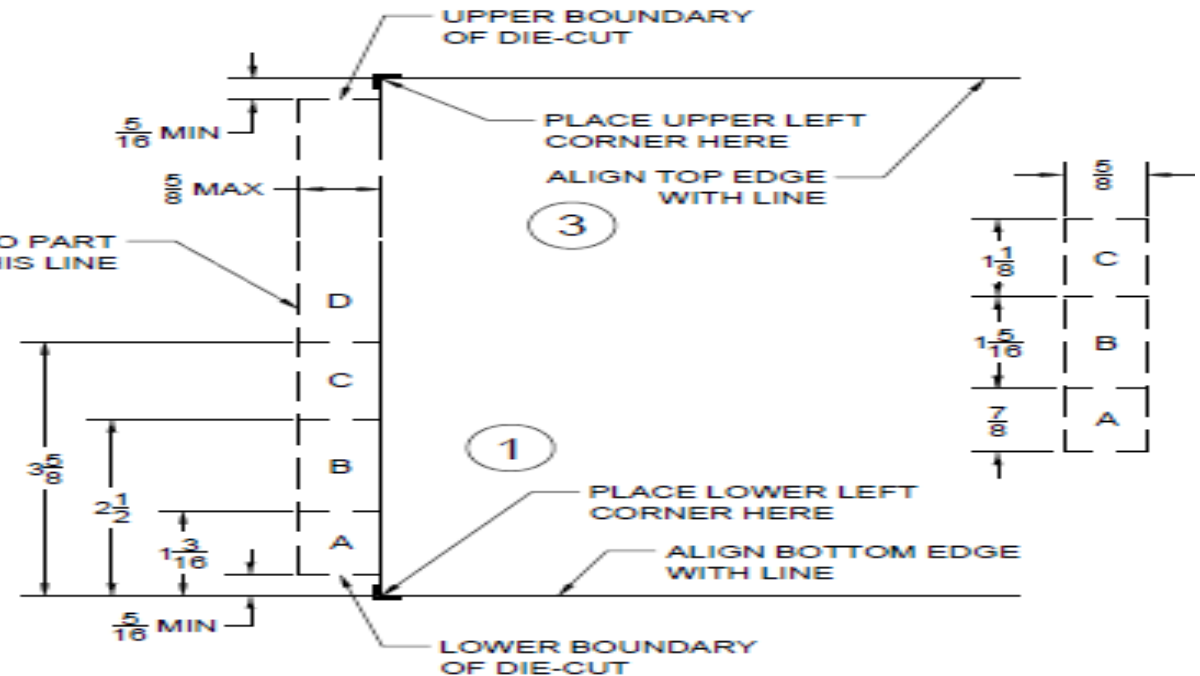
# INSTRUCTIONS

## LETTER MAIL TED-C INSPECTION TEMPLATE INSTRUCTIONS

### ② INSPECT TED-C PROFILE

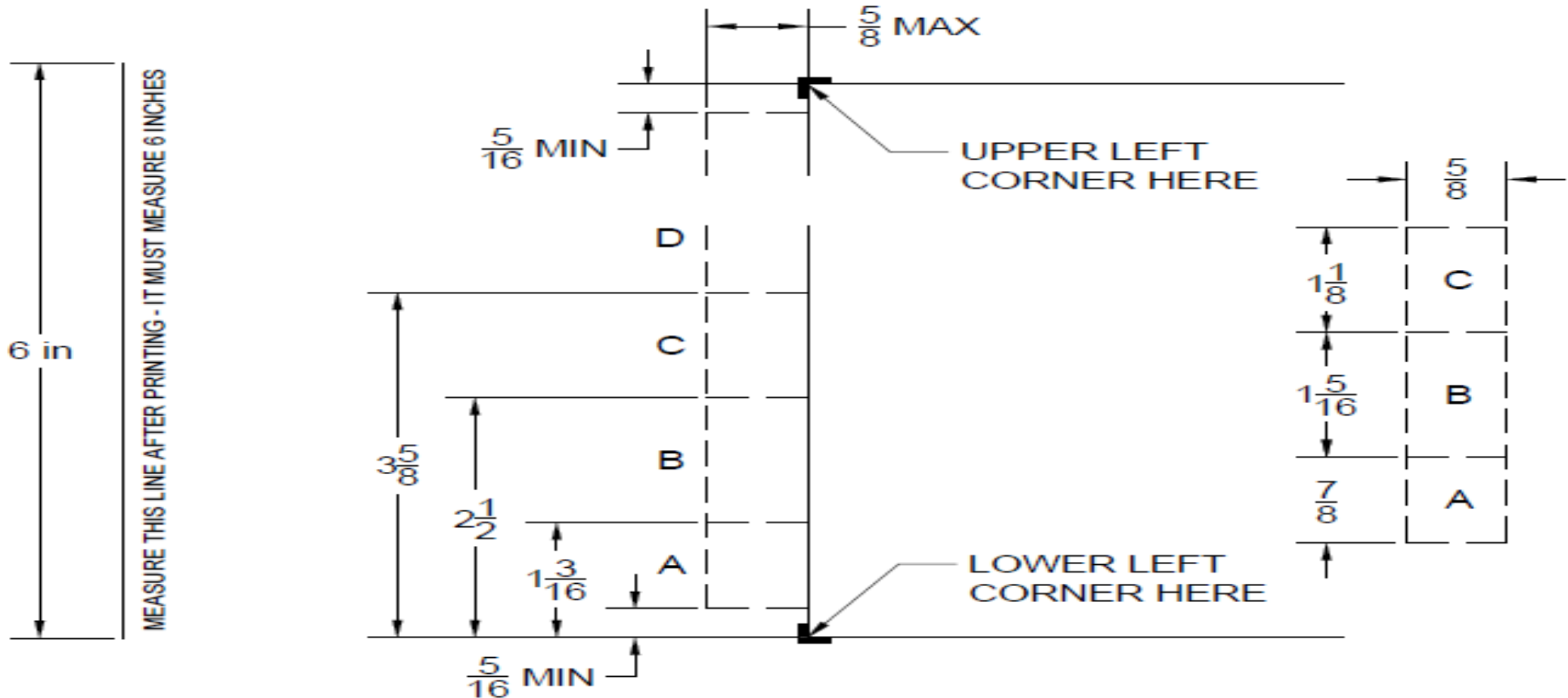
- Recommended that Die-Cut shape should extend in ZONE "C". If the largest (to left) amount of the Die-Cut extension is not in ZONE C (Including not having die-cut extension anywhere in ZONE "C"), it will process, however, there will not be any visibility of the Die-Cut in "Informed Delivery" for recipients.
- To qualify for automation prices, a Die-Cut extension cannot be only in ZONE "A" or ZONE "D" or in ZONES "A" & "D". So some part of the extension must be in either "B" or "C".
- The "vertical" size of die-cut space must be greater than 1 inch.

DIE-CUT MEASUREMENT ZONES - NO PART OF DIE-CUT MAY EXTEND BEYOND THIS LINE



# TEMPLATE

## LETTER MAIL TED-C INSPECTION TEMPLATE



ALL DIMENSIONS IN INCHES

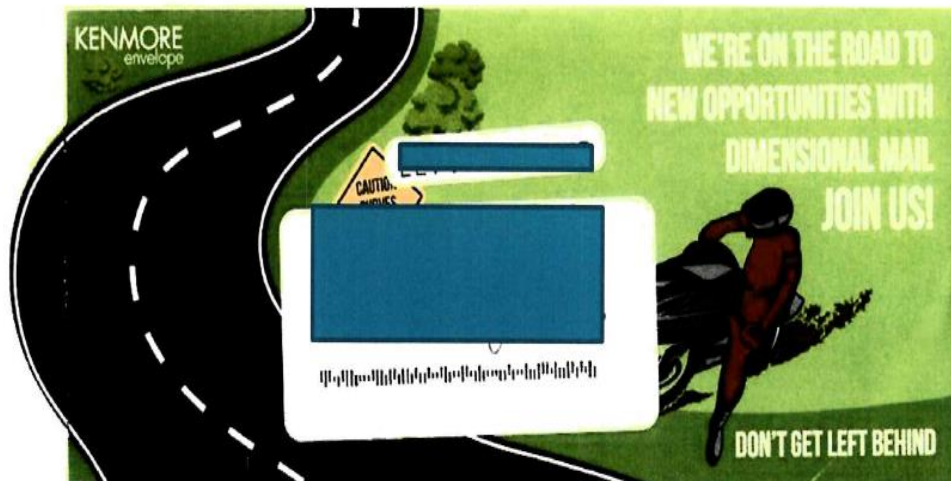
5 MAR 2019

# TED-C

- **Originally all submissions tested by Engineering**
- **Evolved to approving previously tested similar designs**
- **Saved time and resources**
- **Very soon, no approvals needed**



# TED-C



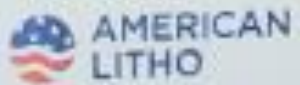
# TED-C

- Some creative designs



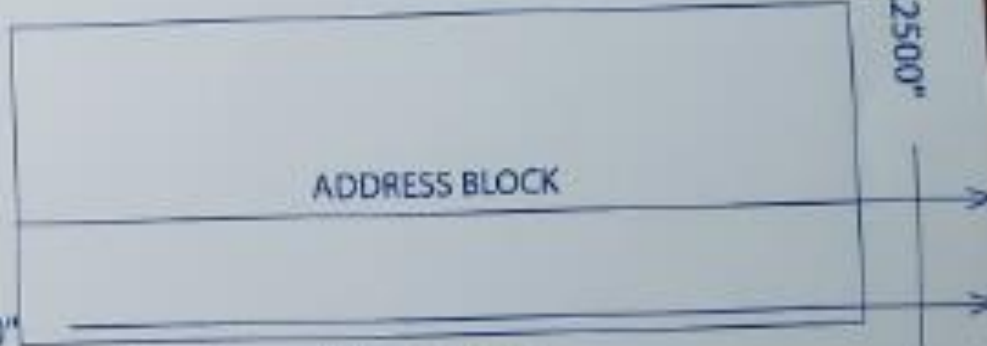
# TED-C

STATE FARM  
SR20 - 3637  
10/7/2020  
70# OFFSET



10.5000"

10.0000"

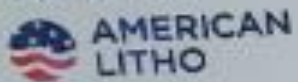


This design is proprietary and the  
Intellectual property of American Litho, Inc.  
AMERICAN LITHO PATENT PENDING

NOTE: DIE CUT MUST BE PRE-APPROVED BY USPS

# TED-C

STATE FARM  
SR20 - 3637  
10/7/2020  
70# OFFSET



NOTE: DIE CUT MUST BE PRE-APPROVED BY USPS

10.5000"

10.0000"



4.2500"

ADDRESS BLOCK

This design is proprietary and the  
intellectual property of American Litho, Inc.  
AMERICAN LITHO PATENT PENDING

# TED-C

- Conventional or similar previously approved – OK
- Creative designs, multiple protrusions – Review on a as per basis. Image to Engineering for feedback. Testing of samples possible
- DMM Reference
- Postal Pro – Source of Information
- Don't call Carlos

# TED-C

## DMM Revision: Trailing Edge Die-Cut Mailpieces

Effective September 12, 2022, the Postal Service™ will revise *Mailing Standards of the United States Postal Service, Domestic Mail Manual (DMM®)*, section 201.3.3, to reference an advisory for mailing non-rectangular trailing edge die-cut (TED-C) letter-size mailpieces at automation letter prices.

As a result of the Postal Service working with the mailing industry, a process was developed to allow mailing non-rectangular TED-C letter-size mailpieces at applicable automation letter prices. These pieces have a die-cut that extends past the conventional trailing edge of the mailpiece.

Additionally, a template was created with instructions to assist with designing TED-C mailpieces. The “Trail Edge Die-Cut (TED-C) Process for Eligibility at Automation Letter Prices” advisory and the template are on PostalPro at [postalpro.usps.com](https://postalpro.usps.com).

The TED-C process will allow mailers greater flexibility in designing letter-size mailpieces at applicable automation letter prices while improving ease of use for customers.

The Postal Service will also update Quick Service Guide (QSG) 201a, “Commercial — Designing Letters and Postcards for Automated Processing,” to include a reference to the advisory for mailing non-rectangular trailing edge die-cut (TED-C) letter-size mailpieces at automation letter prices.

Although the Postal Service will not publish this revision in the DMM until September 12, 2022, this standard is effective immediately.

### ***Mailing Standards of the United States Postal Service, Domestic Mail Manual (DMM)***

	*	*	*	*	*
200					
201					
	*	*	*	*	*
3.0					
	*	*	*	*	*
3.3					

*[Revise the second sentence of 3.3 to read as follows:]*

\*\*\*Automation priced letter-sized mailpieces are not subject to 1.1.1c (rectangular) when they are prepared as a trailing edge die-cut (TED-C) automation piece under the “Trail Edge Die-Cut (TED-C) Process for Eligibility at Automation Letter Prices” advisory on PostalPro at [postalpro.usps.com](https://postalpro.usps.com).\*\*\*

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The Postal Service will publish this revision in the September 12, 2022, edition of the online DMM, which is available via Postal Explorer® at [pe.usps.com](https://pe.usps.com).

TED-C

QUESTIONS?